

2017
Vacation Rental Management
Industry Survey



Thank you for taking the time to complete the 2017 VRM Industry Survey. Please do not hesitate to call us at 252-261-1040 if you have any questions while completing the survey questionnaire.

DEMOGRAPHICS

Location, location, location.

1. Please provide us with the following demographic information:

Contact Name: _____
Company Name: _____
Physical Address: _____
Mailing Address: _____
City/Town: _____
State: _____
Zip: _____
Country: _____
Email Address: _____
Phone Number: _____

2. Please select your primary market region (as categorized by the U.S. Census Bureau).

_____ Northeast: New England (ME, NH, MA, VT, RI, CT)
_____ Northeast: Mid-Atlantic (NJ, PA, NY)
_____ South: South Atlantic (District of Columbia, DE, FL, GA, MD, NC, SC, VA, WV)
_____ South: East South Central (AL, KY, MS, TN)
_____ South: West South Central (AR, LA, OK, TX)
_____ Midwest: East North Central (WI, MI, OH, IN, IL)
_____ Midwest: West North Central (IA, KS, MO, NE, ND, SD, MN)
_____ West: Mountain (MT, ID, WY, UT, CO, NV, AZ, NM)
_____ West: Pacific (AK, CA, WA, OR, HI)
_____ Other: (please specify) _____

3. What is your primary resort type? (check only one)

_____ Coastal Resort
_____ Mountain Resort
_____ Lake
_____ Golf
_____ Area Attraction
_____ Other: (please specify) _____

TRENDS

In the following section, tell us about the current market you operate in.

4. Please select the range that best describes the trend you are experiencing for your 2017 number of reservations currently on record. (check only one)

- 1% to 5% higher
- 1% to 5% lower
- 6% to 10% higher
- 6% to 10% lower
- Greater than 10%
- Greater than 10%
- About the same

5. What are the two greatest challenges you face as a business leader in the VRM Industry? (check two choices)

- Technology Use
- Cyber Security
- Government Regulation (circle one: local, state, federal)
- Local/Regional Competition
- Marketing (social media, pay-per-click)
- Human Resources
- Online Competition (3rd Party Websites, AirBnB, VRBO)
- Other (Please describe) _____
- Other (Please describe) _____

6. In the last two years, what local or national event had the most significant impact on your business (can be legal, political, weather-related, etc.)? Please briefly list the event and whether it had a positive or negative impact on your business.

THE ESSENTIALS

Let's understand the core metrics.

7. What was the number of vacation rental properties you had under management in 2016?

_____ Vacation Rental Homes # _____ Condo Units

8. What is the number of vacation rental properties you have under management, to date, in 2017?

_____ Vacation Rental Homes # _____ Condo Units

9. List the TOTAL number of bedrooms available in the network of properties you manage.

_____ Bedrooms

10. What was your total number of guest occupied nights for all properties under management in 2016?

11. If your vacation rental management software calculates and provides to you your "occupancy percentage" for the properties you manage, please list your company's 2016 calendar year occupancy percentage below. If provided, skip questions 12, 13 & 14. If it is not provided, please skip to question #12.

% _____

12. What was the total number of available rental nights for all properties under management in 2016?
(For example, if you had 100 vacation rental properties under management for all of 2016 you would have had 36,500 available rental nights, (100 properties * 365 days))

13. How many nights in 2016 were deemed "blocked" (owner/maintenance use and not available for rent)?

14. What were your net total available nights for rent? (Subtract #13 from #12)

PROPERTY MANAGEMENT REVENUES

Let's take a closer look at the Dollars and Cents. Please answer the following questions using your year-end December 31, 2016 or your most recent fiscal year-end data.

15. What were your 2016 total **Gross Receipts Collected from Vacation Rental Properties** under management, excluding sales and occupancy tax. This amount represents the total rents paid by the guests plus any additional fees charged to guests and homeowners of the rental property. This amount represents the management portion **and** homeowners portion of the rents collected (Additional fees include, but are not limited to, travel insurance, damage and security deposit waivers, pet fees, deep cleans, departure cleans, etc.)?

\$ _____

16. What was your Company's total **Rental Commissions and Fee Revenue combined** in 2016? This amount should only include your Company's (management) portion of the total **Gross Receipts Collected from Vacation Rental Properties** (including, but not limited to, your rental commission, trip insurance commission, damage and security deposit waiver insurance commission, administrative fees, reservation fees, pet fees, cleaning and housekeeping fees, maintenance fees, pool & spa fees, etc.).

\$ _____

17. What was your Company's total **Rental Commission (Management Commission) Revenue** in 2016? - **DO NOT** include travel insurance commissions, damage and security deposit waiver insurance commissions, other tenant additional fees, or other owner additional fees in this figure. If your Company has an "all inclusive fee structure," please only include the rental commission (management commission) portion of the fee.

\$ _____

18. What was your 2016 average **Base Rental Commission (Management Commission) Rate** for vacation rental properties? - **DO NOT** include travel insurance commissions, damage and security deposit waiver insurance commissions, other tenant additional fees, or other owner additional fees in this percentage.

% _____

19. Please select (from the list below) the types of additional fees your company charges to **Guests and Property Owners**. (Please check ALL that apply).

- No, we do not charge additional fees.
- Cleaning & Housekeeping Services (**for guests**)
- Cleaning & Housekeeping Services (**for property owners**)
- Pool & Spa Maintenance Services
- Reservation Fees
- Damage & Security Deposit Waiver
- Travel Insurance
- Concierge, Amenities & Attraction Fees
- Credit Card Fees
- Marketing Fees
- Linen Fees
- Pet Fees
- Early Check-In, Cancellation & Other Administrative Fees
- Maintenance Services
- Other (please provide fee type) _____
- Other (please provide fee type) _____

20. What were your total **Add-On Fees and Other Revenues from Guests and Property Owners**? This amount should only include those fees selected above in #19. -**DO NOT** include your base rental commission (management commission)
\$ _____

21. If you charge **CLEANING FEES** to guests and/or property owners, what was your total revenue in 2016 for this add-on fee?
\$ _____

SELECT COMPONENTS OF OPERATING EXPENSES

For all questions below, "NON-OWNER" refers to all employees & vendors, excluding the VRM Company owners/shareholders on payroll. Please do not include any expenses related to VRM owners/shareholders such as health insurance, wages, payroll taxes, retirement plan matches, etc.)

22. What were your total **NON-OWNER Labor Costs**? (include compensation paid for both in-house W-2 and subcontractor payments for all departments; including, but not limited to: cleaners, reservations, admin., maintenance, accounting, IT, etc.) **DO NOT** include company benefits or payroll taxes in this figure.
\$ _____

23. What were your other **NON-OWNER Personnel Costs** (include Company-paid: health insurance, retirement plan matching, other benefits, etc.)? **DO NOT** include payroll taxes in this figure.
\$ _____

24. What was the total paid for **NON-OWNER Payroll Taxes** (include only the Company's portion of the Social Security, Medicare, FUTA & SUTA taxes).
\$ _____

25. Please provide your total **NON-OWNER Direct W-2 and Subcontract Housekeeping/Cleaning Labor** costs (*includes* cleaners, department managers, checkers/inspectors, *excludes* payroll taxes & benefits, etc.).
\$ _____

26. Who is managing the day-to-day operations of your VRM Company? (check only one)

- _____ The VRM Company Owners (shareholders or members)
_____ Upper Management/Key Employees (non-owners)
_____ Combination of Both

27. If your VRM Company is non-owner operated, please select the average annual salary for Upper Management/Key Employees from the list below. (select only one)

- _____ \$50,000 to \$100,000
_____ \$101,000 to \$150,000
_____ \$151,000 to \$200,000
_____ Greater than \$200,000

28. What was your Company's total **Property Management Net Income (Loss)** in 2016 before Depreciation Expense, Amortization Expense, Compensation and Benefits & Payroll Taxes paid for the Company's owner(s)?

\$ _____

29. What was your total linen costs (linen purchases, rentals and related costs) in 2016?

\$ _____

30. How do you compensate for housekeeping services? (check only one)

- _____ Piece-Rate (per bedroom/house)
_____ Hourly
_____ Combination

31. For your housekeeping services, please indicate the average rate that your company pays to it's employees and/or subcontractors.

\$ _____ Rate Per Hour
\$ _____ Rate Per Piece

32. How do you track housekeeping progress/completion of tasks and/or hours? (select only one)

- _____ Manually
_____ Software/App
_____ Phone Service
_____ Keyless Entry
_____ Other (Please Describe) _____

33. If you selected Software/App, Keyless Entry, or Phone Service above, please provide which vendor you use.

34. What is the percentage of homes under management using keyless entry? (select only one)

- _____ None
_____ 1% to 25%
_____ 26% to 50%
_____ 51% to 75%
_____ 76% to 100%

OTHER INFORMATION

This, and that.

35. When filing your income taxes, did your business take advantage of the favorable "De Minimis" tax rules for expensing equipment?

_____ Yes _____ No

36. Does your Company advertise properties on VRBO or similar sites?

_____ Yes _____ No

37. For fee-based services provided to VRBOs, please indicate which of the following services your Company provides. (Please check all that apply.)

- _____ We do not provide services to VRBO properties
- _____ Maintenance
- _____ Housekeeping
- _____ Check-In
- _____ Emergency Contact
- _____ Other (please specify) _____

38. What reservation software do you use for your vacation rental properties under management?

- | | |
|---------------------|------------------------------------|
| _____ Barefoot | _____ Escapia |
| _____ Property Plus | _____ LiveRez |
| _____ V12.NET | _____ Rental Network Software |
| _____ Streamline | _____ Other (please specify) _____ |